

ORDER



Orders
Order / Rev: 714444
Alt Order #: 06320520
Product Desc: AMERICAN CROSSROADS
Estimate: 1017
Flight Dates: 09/19/12 - 09/27/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: American Crossroads
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/27/12	22	\$56,000.00	\$47,600.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	22	\$56,000.00	\$47,600.00	0.00
Totals	22	\$56,000.00	\$47,600.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/21/12	09/21/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	----F--	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
CH3 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--			1			\$3,500.00		0.00			
2	WKYC	09/21/12	09/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
CH3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--			1			\$1,000.00		0.00			
3	WKYC	09/21/12	09/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--			1			\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/17/12-09/23/12		M-F 6-630p		6p-630p	-----F----	:30		(\$3,000.00)		0.00	NM		
See MG 3.2															
[cj]															
2	NKYC	09/24/12-09/27/12		M-F 7-730p		7-730p	MTWTh-----	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 3.1 09/21															
4	WKYC	09/24/12	09/24/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
CH3 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WKYC	09/19/12	09/26/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	--W----		1		\$1,000.00		0.00					
	Week:	09/24/12	09/30/12	--W----		1		\$1,000.00		0.00					
16	WKYC	09/19/12	09/26/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--W----	:30	1	\$3,000.00	P-5	0.00	NM	2	\$6,000.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	--W----		1		\$3,000.00		0.00					
	Week:	09/24/12	09/30/12	--W----		1		\$3,000.00		0.00					
													Totals	22	\$56,000.00